

1. An online method of ordering and purchasing customized products, comprising:

receiving a custom order message incorporating order data and product configuration data submitted by an online user;

storing the order data and product configuration into a buyer database;

entering the custom order and order data and product configuration into an order bank to be scheduled for manufacturing;

generating an order confirmation message and sending the order confirmation message to the user.

2. The method, as set forth in claim 1, further comprising:

receiving input entered on a web page by the user to submit a custom order, including product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

3. The method, as set forth in claim 2, further comprising:

sending the custom order data to a dealer selected by the user; and

routing the custom order message to a B2B server, which sends it to an order processor.

4. The method, as set forth in claim 1, further comprising generating a unique order number for the custom order.

5. The method, as set forth in claim 1, further comprising:

receiving customer data related to the user from the user; and

storing the customer data in a common membership database.

6. The method, as set forth in claim 1, further comprising:
receiving online payment data from the user for the custom order;
processing the online payment data of the product; and
confirming the online payment processing completion.

7. The method, as set forth in claim 1, further comprising:
displaying a list of product substantially matching product configuration data entered
by the online user;
receiving a user-tagging of a particular product from the list and a tag order message
incorporating tag order data and product configuration data submitted by the user;
storing the tag order data and product configuration into a buyer database;
modifying inventory data in an inventory database associated with the tagged product
to indicate unavailability; and
generating a tag order confirmation message and sending the tag order confirmation
message to the user.

8. The method, as set forth in claim 7, further comprising:
receiving input entered on a web page by the user to submit a tag order, including
product configuration data;
generating the tag order message incorporating the product configuration data and
sending the tag order message to a web server; and
routing the tag order message to a workflow manager.

9. The method, as set forth in claim 8, further comprising:
sending the tag order data to a dealer selected by the user; and
routing the tag order message to a B2B server, which sends it to an order processor.

10. The method, as set forth in claim 7, further comprising generating a unique
order number for the tag order.

11. The method, as set forth in claim 7, further comprising:
receiving customer data related to the user from the user; and
storing the customer data in a common membership database.

12. The method, as set forth in claim 7, further comprising:
receiving online payment data from the user;
processing the online payment data of the product; and
confirming the online payment processing completion.

13. The method, as set forth in claim 1, further comprising:
receiving a lead request message incorporating lead data and product configuration data submitted by the user;
storing the lead data and product configuration into a buyer database;
generating a lead confirmation message and sending the lead confirmation message to the user.

14. The method, as set forth in claim 13, further comprising:
receiving input entered on a web page by the user to submit a lead request, including product configuration data;
generating the lead request message incorporating the product configuration data and sending the lead request message to a web server; and
routing the lead request message to a workflow manager.

15. The method, as set forth in claim 14, further comprising:
sending the lead request data to a dealer selected by the user; and
requesting lead status updates from the dealer.

16. The method, as set forth in claim 15, further comprising:
receiving a lead status update from the dealer; and
storing the lead status update in a buyer database.

17. The method, as set forth in claim 13, further comprising generating a unique lead number for the lead request.

18. The method, as set forth in claim 13, further comprising:
receiving customer data related to the user from the user; and
storing the customer data in a common membership database.

19. The method, as set forth in claim 1, further comprising:
receiving a cancel custom order request from the user;
deleting a custom order associated with the cancel customer order request from an order bank; and
updating a buyer database to reflect the updated status of the user.

20. The method, as set forth in claim 1, further comprising:
receiving a cancel tag order request from the user;
modifying data associated with the cancelled tag order in an order bank;
modifying data of a product associated with the canceled tag order in an enterprise product availability database; and
updating a buyer database to reflect the updated status of the user.

But c37 21. **(Amended)** An online custom product ordering and purchasing system, comprising:

- an online user interface operable to provide product configuration and to receive an online order for a product having a specific product configuration;
- a web server operable to receive the online order from the online user interface;
- an order processor operable to:
 - receive the online order from the web server and process the order; and
 - generate an order confirmation message and send the order confirmation message to a user; and
- an order bank operable to receive the online order and schedule a product having the product configuration specified in the online order for manufacturing.

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22. **(Amended)** The system, as set forth in claim 21, further comprising a workflow manager operable to receive the online order from the web server, store order data associated with the online order in a buyer database, and route the online order to the order processor.

23. The system, as set forth in claim 21, further comprising a common membership database operable to store customer data associated with the online user.

24. The system, as set forth in claim 21, further comprising an order number generator operable to generate a unique order number for each order.

25. The system, as set forth in claim 21, wherein the online order is for customer ordering a vehicle, the specific product configuration comprises make, model, year, color, engine data, and transmission data of the vehicle.

26. A method of ordering and purchasing a vehicle having specific vehicle configuration via the Internet, comprising:

receiving a custom order message incorporating vehicle configuration data, order data, and user data submitted by an online user;

storing the order data, user data and vehicle configuration data into a buyer database;

processing the custom order;

entering the custom order and its associated data into an order bank to schedule the specified vehicle for manufacturing;

generating an order confirmation message and sending the order confirmation message to the user.

27. The method, as set forth in claim 26, further comprising:

receiving input entered on a web page by the user to submit the custom order, including order data, user data, product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

28. The method, as set forth in claim 26, further comprising:

receiving a user-selection of a dealer;

sending the order data, user data, and vehicle configuration data to the selected dealer;

and

routing the custom order message to a B2B server, which sends it to an order processor.

29. The method, as set forth in claim 26, further comprising generating a unique order number for the custom order message.

30. The method, as set forth in claim 26, further comprising:

receiving user data from the user, including name, address, and contact information;

and

storing the user data in a common membership database.

31. The method, as set forth in claim 26, further comprising:
receiving online payment data from the user for the custom order;
processing the online payment data of the vehicle; and
confirming the online payment processing completion.

32. The method, as set forth in claim 26, further comprising:
displaying a list of vehicles substantially matching vehicle configuration data entered
by the online user;
receiving a user-tagging of a particular vehicle from the list and a tag order message
incorporating tag order data and the vehicle configuration data;
storing the tag order data and vehicle configuration into a buyer database;
modifying inventory data in an inventory database associated with the tagged vehicle
to indicate unavailability; and
generating a tag order confirmation message and sending the tag order confirmation
message to the user.

33. The method, as set forth in claim 32, further comprising:
receiving input entered on a web page by the user to submit a tag order, including
product configuration data;
generating the tag order message incorporating the vehicle configuration data and
sending the tag order message to a web server; and
routing the tag order message to a workflow manager.

34. The method, as set forth in claim 32, further comprising:
sending the tag order data to a dealer selected by the user; and
routing the tag order message to a B2B server, which sends it to an order processor.

35. The method, as set forth in claim 32, further comprising generating a unique
order number for the tag order.

36. The method, as set forth in claim 32, further comprising:
receiving customer data related to the user from the user; and
storing the customer data in a common membership database.

37. The method, as set forth in claim 32, further comprising:
receiving online payment data from the user;
processing the online payment data of the vehicle; and
confirming the online payment processing completion.

38. The method, as set forth in claim 26, further comprising:
receiving a lead request message incorporating lead data and vehicle configuration data submitted by the user;
storing the lead data and vehicle configuration into a buyer database;
generating a lead confirmation message and sending the lead confirmation message to the user.

39. The method, as set forth in claim 38, further comprising:
receiving input entered on a web page by the user to submit a lead request, including vehicle configuration data;
generating the lead request message incorporating the vehicle configuration data and sending the lead request message to a web server; and
routing the lead request message to a workflow manager.

40. The method, as set forth in claim 38, further comprising:
sending the lead request data to a dealer selected by the user; and
requesting lead status updates from the dealer.

41. The method, as set forth in claim 38, further comprising:
receiving a lead status update from the dealer; and
storing the lead status update in a buyer database.

42. The method, as set forth in claim 38, further comprising generating a unique lead number for the lead request.

43. The method, as set forth in claim 26, further comprising:
receiving a cancel custom order request from the user;
deleting a custom order associated with the cancel customer order request from an order bank; and
updating a buyer database to reflect the updated status of the user.

44. The method, as set forth in claim 26, further comprising:
receiving a cancel tag order request from the user;
modifying data associated with the cancelled tag order in an order bank;
modifying data of a vehicle associated with the canceled tag order in an enterprise vehicle availability database; and
updating a buyer database to reflect the updated status of the user.